

# The Breeze

James Madison University

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## Area businesses ready for JMU students

By Kurt Larrick  
staff writer

Signs that the fall semester will soon be upon us are in the air.

The temperature has climbed into the 100s, summer school exams are Friday and nearby Midway Market has 20 cases of Jolt cola stacked next to the door.

Midway isn't the only local business aware of the fact that thousands of students will return to JMU later this month. Grocery stores, restaurants, record stores and banks are getting set for the masses of students to come and spend their summer earnings.

Like many area stores that rely heavily on JMU students for business, Town and Campus Records uses the summer as a time to restock and get ready for the school year.

Stuart Downs, owner of the store, expects business to double in September and then level off a bit.

He has stocked up on posters and T-shirts, as well as new releases and CDs. But he admits the biggest part of his business is in used and budget music.

Budget music refers to records and tapes that were released in earlier years, and usually sell for under five dollars. He cited Pink Floyd, Bob Marley and Bob Dylan albums as examples of budget music that he now has in stock.

Another way that the store caters to students is that it will rent every item in the store. This allows customers to take records and CDs home to tape them.

Downs is proud to say that his store offers a "unique record store opportunity." And, he adds: "I know music, and I know people like cheap music and hard to

find music, so I try to help them out."

Other stores, such as the Studio Art Shop, work even more closely with the school in their preparations for the new year.

According to Lynn Moler, manager of the store, they contact the JMU art professors in April and find out what specific supplies will be needed for their classes. They then pre-package them for the students to come in and pick up.

The store also has a 25 percent discount for students, and a student discount card which gives the students credit based on the purchases they make throughout the year.

Moler says art supplies can cost from \$200 to \$300

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## Graduation ceremony set for Friday night

By Keith Perry  
managing editor

The quad will be the place to be Friday night as about 325 JMU undergraduate and 90 graduate students receive their degrees in the August commencement ceremony.

The program, which begins at 7 p.m., will follow the same format as May graduations, but on a somewhat smaller scale, according to Dr. Fay Reubush, associate vice president for academic affairs.

"The numbers make it very different," Reubush said, comparing the 415 August graduates to the usual 2,000 May grads.

The smaller number of graduates make the program shorter and more enjoyable, she said.

"The people don't have to sit as long, and they take more interest in the program... it's just more relaxed," she added.

The smaller number of graduates also greatly affects the number of guests, said Jean Barnard of the president's office.

Barnard estimated that this year's May graduation had about 12,000 in attendance, but that Friday night's crowd probably won't exceed 1,500.

This smaller crowd makes it easier on everyone, Barnard said, from the graduates to the campus police.

Perhaps the biggest news about Friday night's ceremony is the speaker. JMU President Ronald Carrier will deliver his first commencement speech

since returning from the Center for Innovative Technology. The speech will center on JMU's past, present and future, Barnard said.

"Having the president back is exciting I think," she added.

The man who acted as JMU president in Carrier's absence, Dr. Russell Warren, will preside over the ceremony.

The Rev. Donald H. Traylor, of the Asbury United Methodist Church, will deliver the invocation and benediction, she said. Organ music will be provided by Dr. Richard McPherson, a JMU professor of music.

The commencement ceremony, Barnard said, involves the cooperation of several campus departments, from the office of the president to buildings and grounds.

"It's a big team effort, it's not just one person doing it," she said. "Everybody has a lot of input in it."

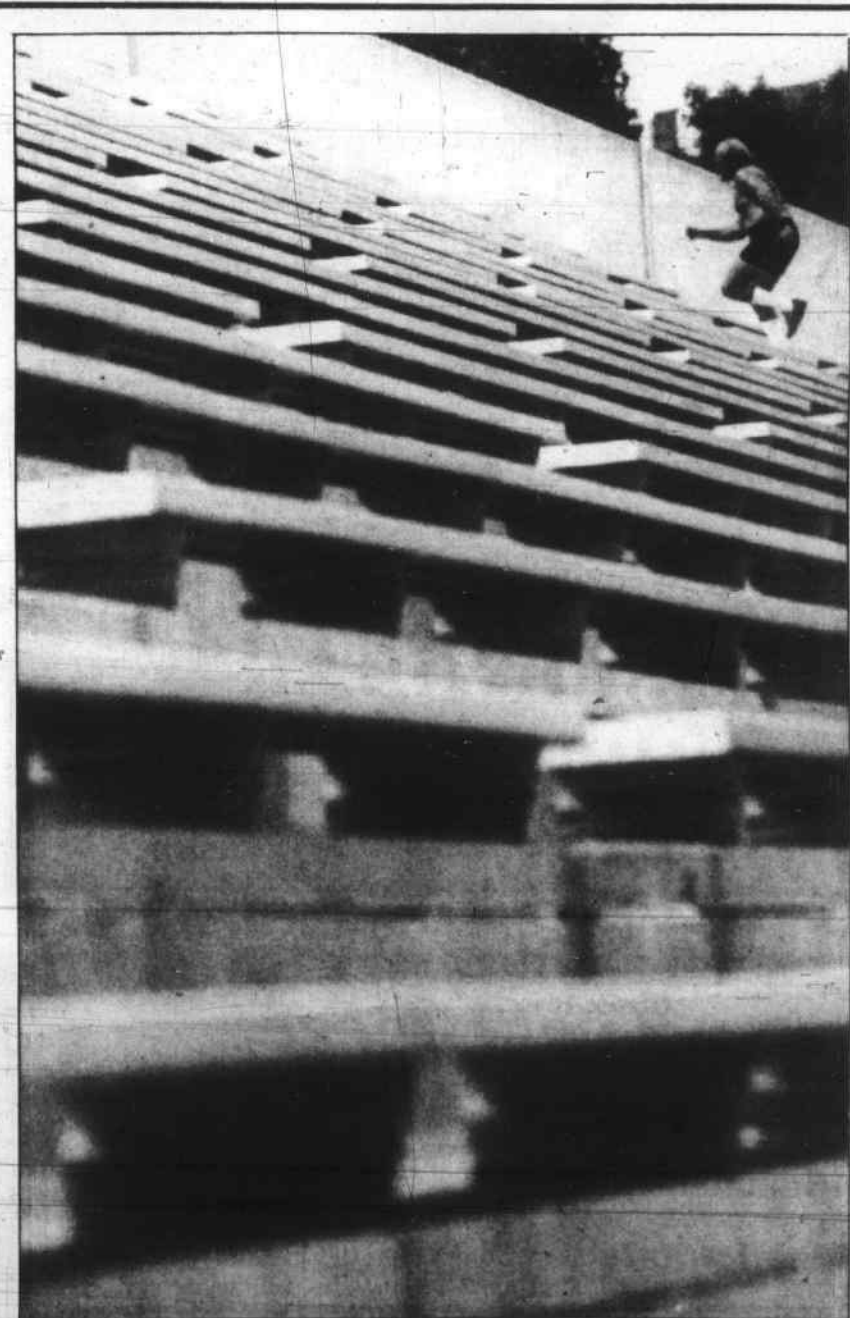
A reception will be held immediately following the ceremony in front of Sheldon Hall.

In case of rain, the ceremony will move indoors to the Wilson Hall auditorium. News of the move will be made by 6 p.m. on all Harrisonburg radio stations, Barnard said.

"We're looking forward to a nice ceremony," she added.

Graduates are also looking forward to the ceremony. "I think it's going to be kind of intimate..." said Tim Hermes, 24, of Chesapeake.

"Carrier will be there and... I think it will still have all the tradition," Hermes said.



### Steppin' out

Staff photo by MING LEONG

Richard Stegemertin of Richmond uses the JMU Stadium steps to stay in shape.



# Stores

► (Continued from page 1)

a year.

"In September, when the students come back," says Molcr, "we'll sell in one day what we normally do in a week."

Another business that sees a lot of action in early September is the First American Bank in the Warren Campus Center.

They open some new accounts during the orientation sessions, but when the students come back in full force, they are forced to increase the staff to handle the new accounts.

Last year First American had 12 extra staff members on duty to handle new accounts.

The bank offers special student accounts, such as the gold account, which requires a \$25 yearly service charge but has no minimum account balance requirements.

Sam Butler, First American's regional bank branch manager, says that despite all the things they do to make the period run smoothly, there will still be lines.

"Last year," says Butler, "even with the extra people and an extra room in the campus center, we still had lines of

about 150 people."

Mr. Gatti's, a restaurant and pizza delivery chain, is another establishment that relies heavily on students.

Mark Goff, manager of the store, says that there are "definitely a lot of students in this town, and we try to aim our business at them."

Gatti's will have about 50 people on staff this year, including delivery personnel.

Butler added that he expects sales to double once the school year starts, and that the store will have specials geared for the students, such as Monday Night Football discounts.

Grocery stores, such as Superfresh, do not rely too heavily on the students, but according to Robert Ritenour, the store's manager, they do increase their supplies of bread, tuna fish, soda and beer. All are staples of the college diet.

He added that the store would hire four or five part time employees to handle the expected 10 percent jump in sales.

Aside from the Jolt cola, Midway Market is getting ready for the new school year by cleaning up a bit and restocking "heavily" on everything, especially beer.

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# Gromada looks back at SGA presidency

By Mark Charnock  
editor

If you ask Greg Gromada what he would have done differently with JMU's Student Government Association a year ago, his answer is simple—nothing.

"For the time I really did things the best that I could," Gromada said. "It's just that I have knowledge now that I didn't have then. So I really did all that I could."

Gromada, who served as SGA president last year, said he was most proud of the communication links set up by his administration.

"We had very strong working relationships with the administration, with the front-end budgeted organizations...." he said. "That's something I'm very proud of because I worked a lot with that."

Communication through head residents made getting in touch with students more direct, Gromada said. He also added that more students were involved with SGA last year because of the increased communication.

"We just really took the initiative and kicked ourselves in the butts in the beginning of the year to get the word out that the SGA is here and we want you to work with us," he said.

The 22-year-old Gromada will be heading to graduate school at Ohio State next year, and said he did learn how to do some things better during his tenure as president.

"A few times we didn't use our heads, take enough time," he said. "We've got to do our homework a little bit better on procedural things."

Of the things in his platform, Gromada did help establish the new campus bank and the campus pub. He also put up a strong fight to keep the drop/add period the same.

"Drop/add is no longer an issue...." Gromada said. "The student government took a very mature approach, a very positive approach and said we are willing to bargain if you can come up with a good idea for us."

He wouldn't offer too much advice to this year's SGA president, Kathy Sayko, because he says, "I think she knows what to do."

He thinks Sayko will run a smooth administration next year, while continuing the strong communication links. "She's going to be a very dynamic president. She's going to put me to shame."

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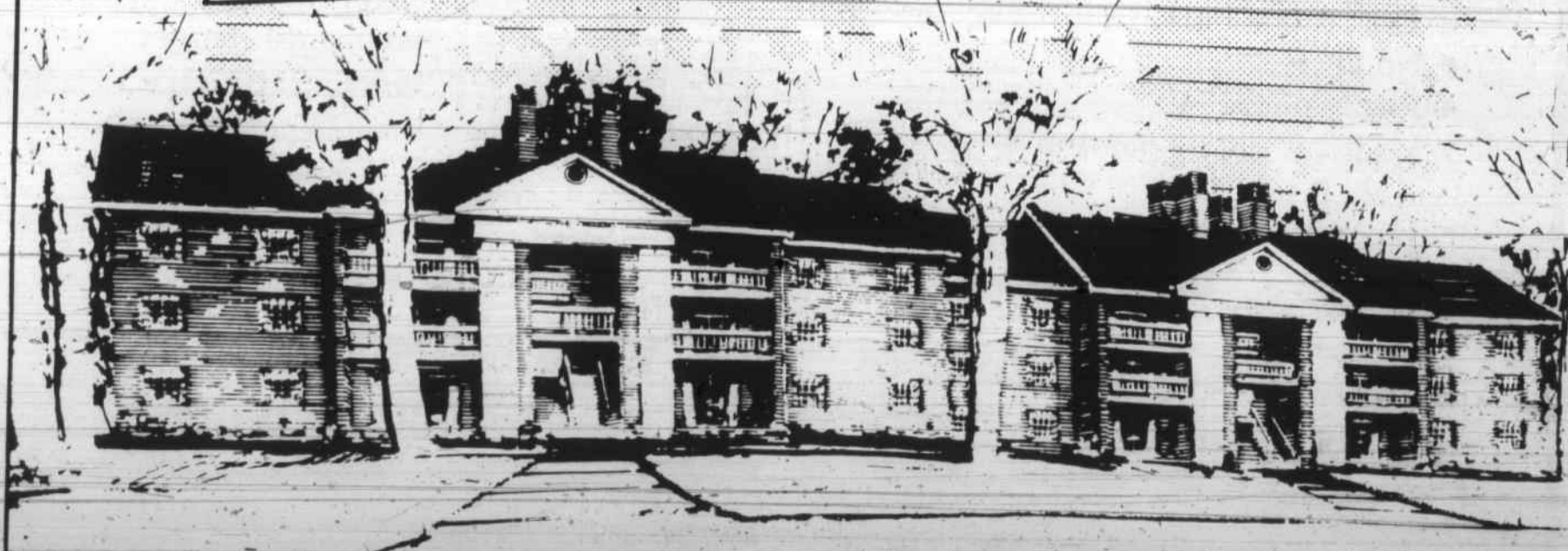
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# Winners

*JMU's women's program is state's best and it's getting better*

By Bud Biscardo  
staff writer

Watch any sporting event, and invariably a player or fan will poke an index finger skyward, proclaiming to be "number one."

Any member of the JMU women's athletic program can rightfully make that claim, because during the 1986-87 academic year the Dukes had the highest winning percentage among Virginia's Division I women's programs.

JMU women's teams amassed 110 victories against just 56 defeats, for a .663 winning percentage. That's not including the 15-7 mark recorded by the Eastern region champion Archery team.

Archery was one sport in which the NCAA doesn't conduct championships, and therefore, it was not included in a recent survey conducted by the state's sports information directors association.

"I'm proud of the results from this last year, but our women's teams have always been competitive over the years," said Dr. Leotus Morrison, the assistant athletic director at JMU and director of the women's program.

"The challenge really is to continue to be good," she said. "You always have to increase the level of your competition to be good."

JMU is better than good. The basketball team has made the NCAA Tournament's final 16 two years in a row, under the guidance of Colonial Athletic Association Coach of the Year Shelia Moorman. The Dukes demolished every other team in the CAA and finished the 1986-87 season ranked 12th in the nation. It was a season in which 25 team and individual records were broken or tied.

The field hockey team went 18-6 and was ranked 18th in the final NCAA poll. The Dukes placed second in the South Atlantic Conference, thanks in part to the performance of first-team All-America Sandy Wilson. Wilson led the nation in scoring this past year, and was also named JMU's Female Athlete of the year.

The golf team won the ECAC Championships. The swimming and diving team went 9-1 and captured the CAA title, as Judi Flohr was named conference coach of the year.

Junior Chris Gillies was named CAA Player of the Year as the tennis squad placed second in the conference. The volleyball team also finished second in the CAA, posting a 28-15 record.

The icing on top of all that: "The other thing I'm really proud of is, we've had a very good academic year," Morrison said. "About 40 percent of our female athletes have grade point averages of 3.0 (out of 4.0) or better."

"Our coaches have a lot to do with that, and it's quite an accomplishment,

particularly in light of how well we've done in the won-loss columns. I'm extremely pleased with that."

Making those wins even more impressive is the relative youth of JMU's women's programs. The Dukes are top dogs, and they haven't been in the game that long.

started into the scholarship business very carefully.

JMU has a two-pronged attack when it comes to the recruiting business, McDonough said.

"Now, we have such a reputation for strong academics and athletics—not just on the East Coast, but around the

strong students and strong athletes. That just makes us better all around."

Integrity is also at the root of the program's success. "We work very hard to keep our program clean," McDonough said. "That includes recruiting, keeping track of our athletes' academics, getting them graduated and helping them find jobs. All of those things are important to us, and I think that helps."

Morrison points to the athletes' willingness to back each other as another reason for the prosperity. "One of the things that's been so good about our women's programs, and I think this is true about the total program to some extent, is that we are supportive of each other," she said.

It may seem that being number one means there's no place to go but down, but Morrison feels differently.

"If you look at our lacrosse record this year, it wasn't a winning season in terms of wins and losses," she said. "But we were playing the top 10 teams in the country, and actually outscored our opponents (cumulatively). When we lost, it was only by one or two goals.

"I think we can do better, get that one goal in the other direction. We're on the borderline of being a top contender in both field hockey and lacrosse."

McDonough agrees. "We may hit a plateau five years down the road, unless we increase scholarship aid," she said. "But I think we can keep getting better."

They may have to. One of the drawbacks of being number one is having everyone else gunning for you, and Morrison has seen that already.

"I think the same thing is true not only of our athletic program, but of the university in general," she said.

"We've had success and we've grown, and there are other institutions in the state that are very envious. So they always love to heat us, whether it's in women's basketball, men's football, or the total number of applications for admission we receive....

"We were a well-kept secret for a while. But once you reach the point we've gotten to, people are always out to get you."

McDonough has also noticed the rivalries. "I think everyone in Virginia is always after Madison," she said. "We seem to have grown the most in the shortest period of time. We have more scholarship money, larger coaching staffs, better travel budgets.

"But I think it's the interest from the community and the parents that makes us so strong. I think other schools see that and they really are after us."

When you're number one, someone always is.

*"We were a well-kept secret for a while. But once you reach the point we've gotten to, people are always out to get you."*

## Dr. Leotus Morrison

"The overall program has just developed so much in the last five to eight years," said field hockey and lacrosse head coach Dee McDonough. "It's been a smart progression. We

country—if we can get a recruit on campus, we've got about a 75 percent chance of getting that student here," she said.

"Our academic programs are attracting



Staff photo by MING LEONG

JMU women's athletic teams did a lot of celebrating this year, with a combined record of 110 and 56, tops in the state.



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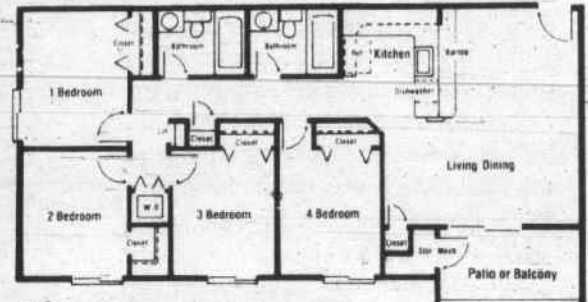
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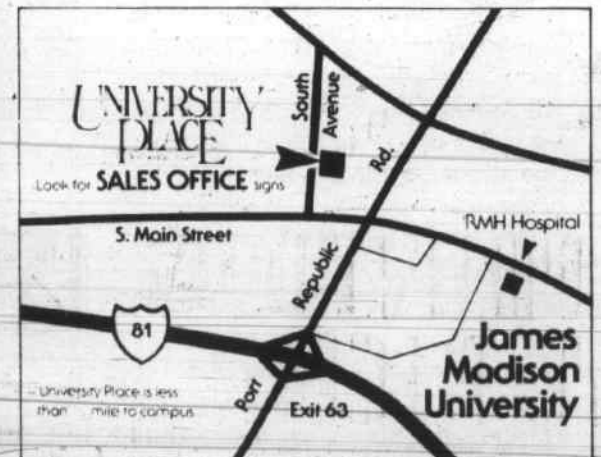
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**Wendy and Christy** - You are awesome, I'll really miss you. Love Julie.

**Gus** - We need to get rid of all these rudes! Poison bananas? Dave.

**Julie** - I'll miss you when you go to Spain. You better keep in touch. Thanks for all the laughs and for everything else. Love Wendy.

**Christy** - Glad you moved in. It's been great! See you in the fall. Wendy.

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